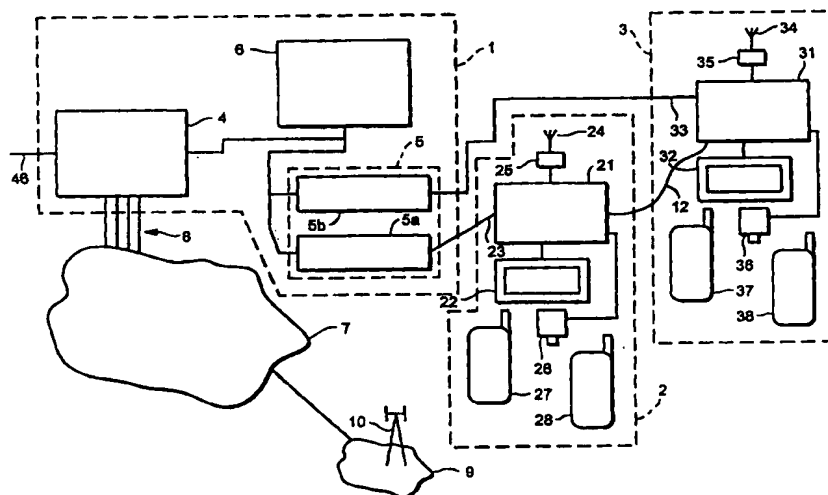


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**(54) Title:** INTERACTIVE DISPLAY SYSTEM**(57) Abstract**

An interactive display apparatus comprises an audio subsystem (4), a control subsystem (5) and a plurality of video subsystems (2, 3). The video subsystems (2, 3) have access locally to image data, including image files and live video. The video subsystems (2, 3) are controlled by the control subsystem (5) which then sends command messages to the video subsystems (2, 3). A person watching the display (22, 42) of one of the video subsystems (2, 3) can dial into the audio subsystem (4) and thereby control the operation of the video subsystem (2, 3). To do this, the audio subsystem (4) notifies the control subsystem (5) of incoming audio command signals. It is to be noted that when the system is on line, the control subsystem (5) does not transfer image data to the video subsystem (2, 3) but merely sends commands setting the format of the images displayed on the screens (22, 42).